

OPEN LETTER TO HALTON HILLS

We at Georgetown Chrysler would like to take this opportunity to apologize to the residents of Halton Hills. Although we have made no formal announcement, this dealership changed hands recently without the usual fanfare of holding a Grand Opening Sale.

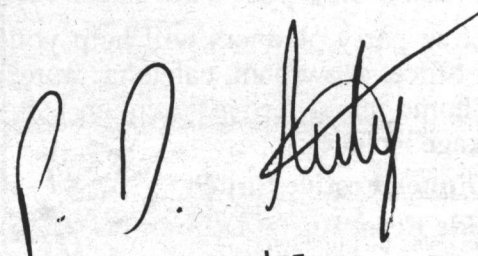
The reason is simple: 'Event' type sales with all the 'Hoopla' and prize 'Giveaways' are expensive. Inevitably, these additional costs are passed on to you.

We believe these weekly 'Greatest Sale in Our History' gimmicks will gradually be eliminated in the nineties. Today's better informed buyers will base their decision on value for their money and confidence in the place they do business.

Furthermore, we would like to dispel a myth. Our records show 43% of our sales come from outside Halton Hills. This is okay but it suggests we are not doing well enough in our own backyard. Urban people are lured to city dealerships that claim "We can sell for less because of volume discounts". City people are lured to country stores that claim "We can sell for less due to our low overhead". That's bunk! Chrysler can't play favourites - we all pay the same. Otherwise we could not trade so freely for customer color choices.

Finally, the desire to own Chrysler products is at an all time high. We practically sold out of 1993 minivans by late summer! This year we will concentrate locally by further discounting our precious inventory to customers we can service the heck out of to ensure they deal in Halton Hills again.

Our commitment is not to sell you a car or truck, but to help you buy one. Although GM, Ford and the imports sell good vehicles, we at Georgetown Chrysler (1993) Ltd. would like the opportunity to show you what we have to offer.


Paul D. Auty



NEW DEALER, NEW PRODUCTS, NEW COMMITMENT



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